

# Network News

Biweekly E-Bulletin: June 4, 2008



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## Our Condolences to China

In the wake of China’s devastating earthquake, China Centre Manager Jim Alder reported that Beijing felt the sway quite strongly about 10 minutes after the quake hit the epicentre. “We are all fine here at CECN,” he wrote, “but one staff in another section here in Beijing has lost a relative and the EduGlobal Chengdu office is damaged enough that they cannot enter ...”

Network President Jane Ulrich responded with condolences on behalf of staff and clients, which is posted on the Study Canada China website. The English text follows:

*Dear Jim and David:*

*We have all been following here the news stories of the terrible tragedy in China. We knew, of course, that you and the staff in Beijing were all fine but the events of the past several days must surely have cast a pall over all of China. The damage, the loss of human life and personal property have been devastating and come at a time when China ought to be gearing up for the Olympic celebration with well-deserved and joyous national pride.*

*There was a photo in the newspaper this morning of a very young boy in quiet grief in Chengdu. It is a haunting evocation and a painful reminder that many thousands of people are suffering as a result of this disaster and will continue to suffer until recovery efforts are complete.*

*I wanted you to know that you and the Chinese people who have been so profoundly affected by this earthquake are in our thoughts and prayers. Everyone in the CEC Network, including our staff and our clients, send their deepest sympathy to all the victims and their sincere wishes for a timely recovery.*

## Life Goes On: China Centre Reports on BCCP and BIIE Events

### **Study in Canada Education Promotion: A Great Success**



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The BC Canada Pavilion provided the perfect setting for the May 5-7 Study in Canada: Education Promotion event in Beijing. The event featured comparative overviews of our education systems, concentrating on promotion of Canada's excellence and the many reasons to choose Canada as a study destination.

Canadian Ambassador Robert Wright opened the event by enthusiastically inviting the 78 attendees to explore Canada's diverse educational opportunities. He highlighted the Government of Canada's recent changes to the Post Graduate Work Permit Program (see our [Quarterly Immigration Report](#) below), which now allows international students to work in Canada for up to three years after graduation.

Participants (including 23 Canadian institutions, 16 Chinese study-abroad agencies and local Chinese colleges and universities) discussed linkages and partnerships as recruitment channels, with attention to recruitment from Canadian curriculum schools and exploration of education opportunities between Canada and China.

Sponsored by the Education Promotion division of the DFAIT, the event was jointly organized by the China Centre and the Canadian Embassy in Beijing, and included:

- ③ Roundtable discussions on best practices for working with agents.
- ③ A presentation from embassy staff on education promotion and study permit applications.
- ③ An agent fair that should lead to lasting connections for Canadian institutions and Chinese agents.

The Canadian delegation was extremely satisfied with the program and the networking opportunities it offered. CECN looks forward to hosting similar events in the future. Contact the China Centre for details.

### **Beijing International Education Expo: High Points and Concerns**



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Our China Centre hosted the Beijing International Education Expo from May 8 to 10. Almost 400 institutions from overseas and China, including 13 Canadian institutions, joined forces in the Canada Pavilion.

Canadian attendees gave the pavilion high marks; one representative commented that it was great to be part of a pavilion that looked and felt very Canadian. Located near the entrance in the best location in the exhibition hall, the pavilion featured lots of red and white, Canada flags, and panorama photos of the Parliament Buildings in Ottawa and CN Tower in Toronto.

Institutions reported an average of eight good leads per school, with some as high as 25. Parent meetings were arranged and one institution received three applications. The Trade and Visa sections of the Canadian embassy conducted a well-attended information session for students and parents.

Overall, however, student and parent traffic was slower than anticipated. This was likely due to a number of considerations:

- ③ Usually held in July, this year’s event was moved back to May due to the Olympics.
- ③ Security-related issues included people stealing brochures for recycling.
- ③ Many agents were handing out materials in front of other agents’ and schools’ booths.
- ③ The event ended early on Saturday, which was the busiest day.
- ③ The cleanliness of the hall left something to be desired.

The China Centre has voiced concern to the fair organizer; we look forward to improvements next year.

## Enhanced Profiles Quadruple Page Views over Basic Profiles

Clients who are undecided about upgrading from a basic to an enhanced profile might consider that, on average, upgrading increases page views four-fold. The following table compares average page views in 2007 for basic and enhanced profiles across six categories.

	Universities	Community Colleges/ Technical Institutes	Career Colleges	Secondary Schools	Language Schools	Summer Camps
Basic Profile	12,011	6,806	7,496	5,694	7,629	4,795
Enhanced Profile	41,020	25,917	24,865	23,487	36,333	25,964

Contact the Communications Department for information on upgrading your profile.

## International Fair Packages Now Online

### *University Events Package for India, Thailand and Malaysia*

The Network’s [Fair Registration Package for University Events in India, Thailand and Malaysia](#) is now online. We are excited to offer university-sector clients the opportunity to register for affordable post-secondary recruitment events, including a combination of local and international school and college visits, short public events, local transportation and hotel accommodation.

The format of these events differs from education fairs: instead of bringing the students to you, we take you to the students. Meeting students where they are:

- ③ Gives you a competitive edge by showing your institution’s personal interest in students.
- ③ Improves your institution’s branding during a crucial time of year for post-secondary outreach.

Register for all three events, or just one or two. The schedule is as follows:

- ③ India – July 31–August 1
- ③ Thailand – August 3–4
- ③ Malaysia – August 6–7

Cost: C\$1,500 each, or C\$4,500 for all three

Registration deadline: July 16, 2008

Login to  or contact the International Events Department for more details.



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### **Mexico Colonial Circuit Registration Package Online June 9**

The Network's Fair Registration Package for the Mexico Colonial Circuit goes online June 9. Since 2000, we have been organizing three-city fair circuits in lesser-known Mexican markets with recruitment potential. This year, we return to Morelia, Queretaro and Leon where, in 2006, fair visitor numbers ranged from 800-1,500. The schedule of events for this circuit is as follows:

- ③ Morelia – September 23
- ③ Queretaro – September 25
- ③ Leon – September 27

The price of C\$3,500 for all three fairs includes, per participant:

- ③ Bus transportation from Morelia to Queretaro and Queretaro to Leon.
- ③ Visits to the beautiful cities of Guanajuato and San Miguel de Allende.
- ③ A meal and beverages during each fair.
- ③ A welcome kit and name tag.

Due to space limits on the buses, only one representative may register from each institution. If space permits, additional participants may join the circuit at a cost of C\$300; these spaces will be allocated on a first-come, first-served basis once registration has closed. However, you are welcome to invite local contacts who do not require inter-city transportation to assist you in your booth in each city as an additional participant.

Registration deadline: August 15, 2008

Login to  for more details. See you on the Mexico Colonial Circuit!

## **Bhutan: Developing Country, Developing Market**

The India Centre is pleased to announce that, in a meeting with the Joint Director, Ministry of Education, the Royal Government of Bhutan has expressed an interest in sending fully funded government-scholarship students to Canada for post-secondary education.

Bhutan being a developing country, the Joint Director has requested a waiver of the International Student Fee differential, or any other discount that will reduce costs to the Ministry. The Ministry has over 120 scholarships to offer, of which 20 to 30 are reserved for education in Canada. Institutions interested in working on a proposal for the Government of Bhutan should contact the India Centre

## **Showcasings in Thailand and Singapore**



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### **Thailand: Canada Day is Study Canada Day**

Last year's Study Canada Day showcasing events were a great success, and our forum two months ago demonstrated that more Thai students and parents are considering an education in Canada than ever before. As a result, the Thailand Centre is pleased to announce another Study Canada Day on Sunday, June 29, in celebration of Canada Day.

This event will provide an excellent opportunity for Canadian institutions from all sectors to showcase their programs to a targeted group of high-quality Thai students and their parents. Study Canada Day will provide:

- ③ A Studying in Canada presentation.
- ③ Counselling by our staff.
- ③ An opportunity for visitors to learn more about the Thailand Centre.
- ③ Increased awareness of our Annual Bangkok Canadian Education Fair, November 1-2, 2008.

The fee of C\$350 per institution includes:

- ③ Pre-event publicity through national daily newspapers, direct mail, e-mail and the Thailand Centre.
- ③ Display and distribution of your materials at the venue on event day.
- ③ Promotion of your institution to interested students and parents.
- ③ A post-event report for participating institutions.

The fee does not include shipment of promotional materials to the Thailand Centre; clients are responsible for ensuring their materials arrive in time for the event. In addition, no later than one week before the event, please submit an up-to-date institutional profile with five points you wish to have highlighted about your institution.

Study Canada Day will take place on June 29 from noon to 4 p.m. in the Dégas-Gauguin room of the Bangkok Novotel Siam Square Hotel. Please note that clients do NOT need to travel to this event. Registration is on a first-come, first-served basis and is limited to four institutions per sector. For further information or to register, please contact the Thailand Centre.

Registration deadline: June 17, 2008



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### **Singapore Showcasing at the Public Sector Scholarships and Career Fair**

On July 5, our Singapore Centre will once again showcase Network clients at the annual Public Sector Scholarships and Career Fair. This prestigious fair is a platform for government/statutory board scholarship providers and organizations to create awareness about scholarships, overseas education and challenging career opportunities with the public service.

Organized by the Public Services Commission, this event is expected to attract about 2,500 visitors, mainly top students in their final year of Junior College, as well as parents and teachers.

The registration fee of C\$800 includes:

- ③ Pre-event publicity via website, e-mails and flyers.
- ③ Display of materials at the information booth.
- ③ Distribution of your materials and promotion of your institution to visitors and other exhibitors.
- ③ A detailed post-event report.
- ③ A list of names of interested students.

Registration deadline: June 23, 2008

Cindy Wong  
Manager, Singapore Centre

## **Quarterly Immigration Report Now Online**

Highlights of the April 2008 [Quarterly Immigration Report](#):



**No Spring Meeting of ACISI** – The Advisory Committee on International Students and Immigration (ACISI) did not hold their semi-annual meeting this past spring, but it has been confirmed that there will be an ACISI session in October. Clients will be contacted regarding issues they wish to have raised.

**Expanded Provisions for Post Graduate Work Permit Program** – The April 21 announcement of changes to the PGWPP position Canada much more favourably among our international competitors. The key elements allow an international student who has completed at least two years in an approved post-secondary program to:

- ③ Work up to three years.
- ③ Work regardless of location of graduation.
- ③ Obtain work that is not linked to course of study.
- ③ Obtain a work permit without a job offer.

Answers to several questions received in response to our May 2 client notice are included in the full [Quarterly Immigration Report](#).

**Links Between PGWPP and Canadian Experience Class (CEC)** – CIC has also been working to create a Canadian Experience Class (see CECN client notice of January 30, 2008), which would enable international students who have worked in Canada for at least one year after graduation in an NOC-defined occupation classification to apply for landed status. A formal announcement about Network guidelines is expected in the fall of 2008.

**e-Services Update** – Work continues at CIC in developing electronic components to various parts of the study permit and related work provisions applications process. Projects include:

- ③ Secure application portals.
- ③ A client service page.
- ③ Increased expertise in the call centre.
- ③ Online applications for off-campus work permits.
- ③ An electronic notification system (ENS) for identified institutions.

We expect an e-Application process for study permit applicants from visa-exempt countries in 2009.

**Statistics by End of Summer?** – Despite repeated requests, statistics usually provided by CIC at ACISI meetings have not been available since September 2006. We have met with CIC representatives at a number of levels and are hopeful that the earlier policy will resume by the end of summer. We will keep clients updated.

**Mixed Messages on Dual Intent** – The issue of "dual intent" continues to create confusion. The pairing of a policy of assessing applicants on the basis that they will return to their home countries after studies are completed, with other policies that implicitly encourage students to consider longer-term study, work and immigration, is contradictory and confusing to all concerned. CECN and other organizations have encouraged CIC to address this issue.



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**Encouraging News on Vietnam** – Our Vietnam Centre reports more and more student permits issued in the past few months, with an overall approval rate of about 50 percent and just over 80 eighty percent for university-bound students. The visa section is working on improvements that will facilitate student movement to Canadian institutions.

## Timely Links: Do We Need Education Fairs?

With fall fair season approaching, it is a good time to reflect on your promotional choices. For a resoundingly positive perspective on education fairs, read this article written by a regular fair participant associated with one of the most prestigious schools in the United Kingdom.

[Can We Do Without Recruitment Fairs?](#) appeared in the May 5–9 issue of *IIE Interactive Newsletter*.

## Comments? Questions? Suggestions?

Our goal is to make this e-bulletin as useful as possible for you. If you have thoughts you'd like to share, please send them to Director of Communications Lynne Melcombe.

## Le texte en français

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**Promotion Étudiez au Canada de Beijing** – Selon tous les comptes rendus, un grand succès.

[Texte complet ...](#)

**Expo internationale de l'éducation à Beijing** – Points forts et inquiétudes exprimées.

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**Vous voulez quadrupler vos pages vues ?** – Considérez passer du profil de base au profil détaillé.

[Texte complet ...](#)

**Foires internationales** – Les événements pour universités en Inde, en Thaïlande et en Malaysia pour accroître votre compétitivité. [Texte complet ...](#)

**Circuit colonial du Mexique** – Explorez de nouveaux marchés offrant un grand potentiel.

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**Marché du Bhutan en développement** – Jusqu'à trente nouvelles bourses réservées pour les études au Canada. [Texte complet ...](#)

**Représentations à venir** – En Thaïlande, la journée du Canada en est une sur les Études au Canada.

[Texte complet ...](#)

**Représentation à Singapour** – Visibilité auprès de 2 500 visiteurs de très haute qualité.

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**Rapport trimestriel d'immigration** – Maintenant en ligne au 🇨🇦. [Texte complet ...](#)

**Liens opportuns** – Liens vers des articles d'intérêts courants. [Texte complet ...](#)

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## Nos condoléances à la Chine



Suite au séisme catastrophique en Chine, Jim Alder, directeur du Centre en Chine, témoigne de la force du tremblement de terre ressenti jusqu'à Pékin dix minutes après la secousse principale de l'épicentre. « Nous allons tous bien ici au CÉC, » assure t-il, « mais un de nos collègues au sein d'une autre équipe de Pékin a perdu un membre de sa famille et le bureau de EduGlobal à Chengdu est détruit au point d'inaccessibilité... »

Jane Ulrich, Présidente du Network, a présenté ses condoléances en son nom, au nom de l'équipe CÉC et de ses clients, visible sur Study Canada China. Suite du texte en français :

*Chers Jim et David :*

*Nous suivons tous de près ici les nouvelles sur le déroulement du terrible séisme en Chine. Nous vous savions vous et l'équipe évidemment en sécurité à Pékin, bien qu'un nuage sombre et morose a (du) dû couvrir( un) le pays en deuil depuis ces derniers jours. Les dégâts, la perte de vies humaines et de propriétés personnelles sont des effets dévastateurs qui frappent à la porte d'une Chine censée se préparer pour l'arrivée joyeuse et méritée des Jeux olympiques, symbole d'une fierté nationale.*

*Il y avait une photo ce matin dans le journal d'un jeune garçon à Chengdu, portant le deuil en silence. C'est une image qui reflète une douloureuse réalité valable pour des milliers de personnes et qui( rappel) rappelle la souffrance d'un peuple qui ne sera pas apaisée sans les efforts d'aide et de reconstruction.*

*Je tenais à vous faire savoir que vous et le peuple chinois, si profondément affectés par ce terrible séisme, êtes dans nos pensées et dans nos prières. Toute l'équipe du CECN et ses clients transmettent*

aux victimes leurs plus vives et sincères condoléances, ainsi que leurs meilleurs vœux de courage pour une reconstruction prochaine. (qu'on espère proche).

### **Circuit colonial du Mexique – Trousse d'inscription en ligne le 9 juin**



La trousse d'inscription pour le Circuit colonial du Mexique sera mis en ligne le 9 juin. Depuis l'an 2000, nous avons organisé des circuits de trois villes dans des marchés moins connus du Mexique qui ont un potentiel de recrutement. Cette année, nous retournerons à Morelia, Queretaro et Leon où, en 2006, le nombre de visiteurs à ces foires avaient été entre 800 et 1 500 visiteurs. L'horaire des événements est le suivant:

- ③ Morelia – 23 septembre
- ③ Queretaro – 25 septembre
- ③ Leon – 27 septembre

Ce prix inclut par participant :

- ③ La participation aux foires dans les trois villes.
- ③ Le transport pour une personne de Morelia à Queretaro et de Queretaro à Leon.
- ③ Des visites dans les magnifiques villes de Guanajuato et San Miguel de Allende.
- ③ Les repas et breuvages durant les foires.
- ③ Une trousse de bienvenue et porte-nom.

Étant donné le nombre de sièges dans les autobus, l'inscription est limitée à un(e) représentant(e) par institution. Un participant additionnel pourra se joindre au circuit si l'espace le permet. Les places pour les participants additionnels seront allouées sur une base de "premier arrivé, premier servi", une fois que l'inscription sera terminée. Les coûts pour un 2e participant sont de 300 \$ CAN.

Vous pouvez cependant inviter localement des personnes-contacts à vous assister à votre stand dans chacune des villes, en tant que participant additionnel ne nécessitant pas le transport inter-cités

La date limite d'inscription est le 15 août 2008.

Visitez ③ pour plus de détails. Au plaisir de vous voir au Circuit colonial du Mexique!

### **Liens opportuns: Avons-nous besoin des foires d'éducation ?**

Avec la saison des foires d'automne qui approche, c'est le moment opportun de réfléchir à vos choix promotionnels. Pour une perspective positive des foires d'éducation, nous vous invitons à lire cet article écrit par un participant régulier à des foires et représentant une des écoles les plus prestigieuses du Royaume-Uni.

[Can We Do Without Recruitment Fairs?](#) apparut dans l'édition du 5-9 mai du *IIE Interactive Newsletter*.

### **Commentaires? Questions? Suggestions?**

Notre but est de créer pour vous un bulletin web aussi pratique que possible. Si vous avez quelque chose des commentaires à partager, s'il vous plait écrivez à la Directrice des communications Lynne Melcombe.

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